



Limited & 
Extended Care
Planning
CENTER

Kick-Off of Long-Term Care Awareness Month

DON'T BE SCARED OF LONG-TERM CARE

October 31, 2023
12-3 pm eastern



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Resurrecting the Sale with...

Short Term Care





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The Sell

Husband and Wife both apply for LTC coverage.

- Husband qualifies.
- Wife is **declined** due to a health reason.

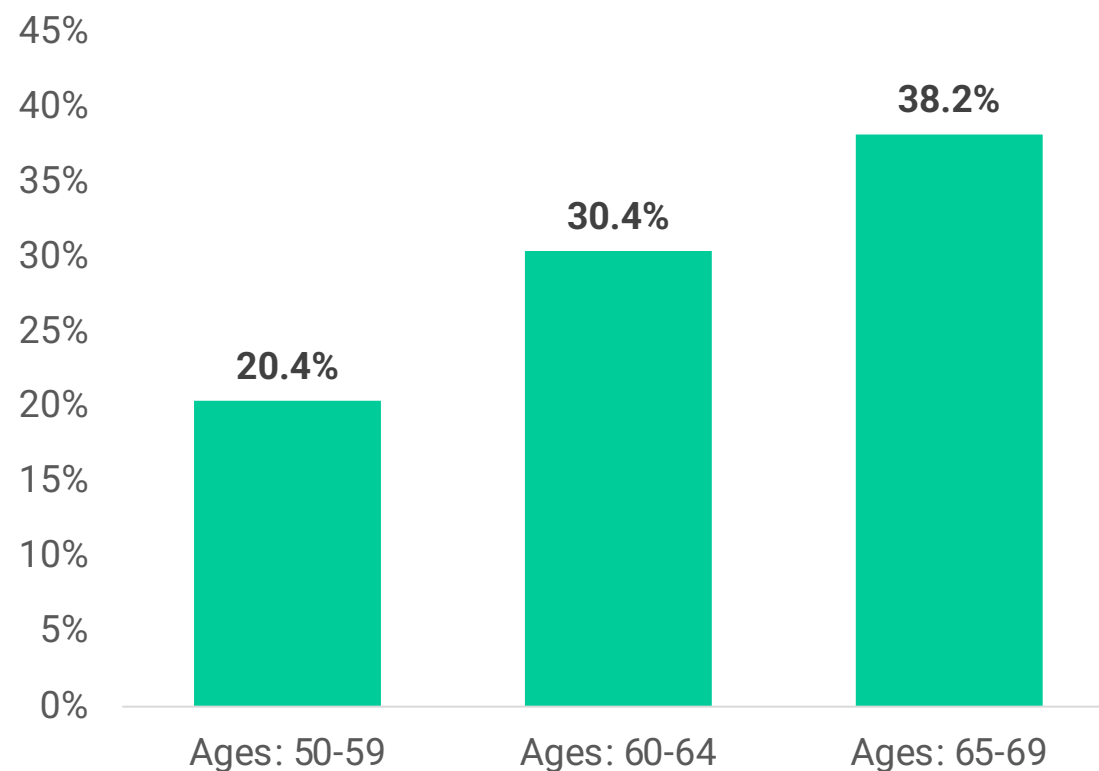


The Decline

The chances one or both spouses is declined increases as they age.



LTC Decline Percentage by Age Band¹



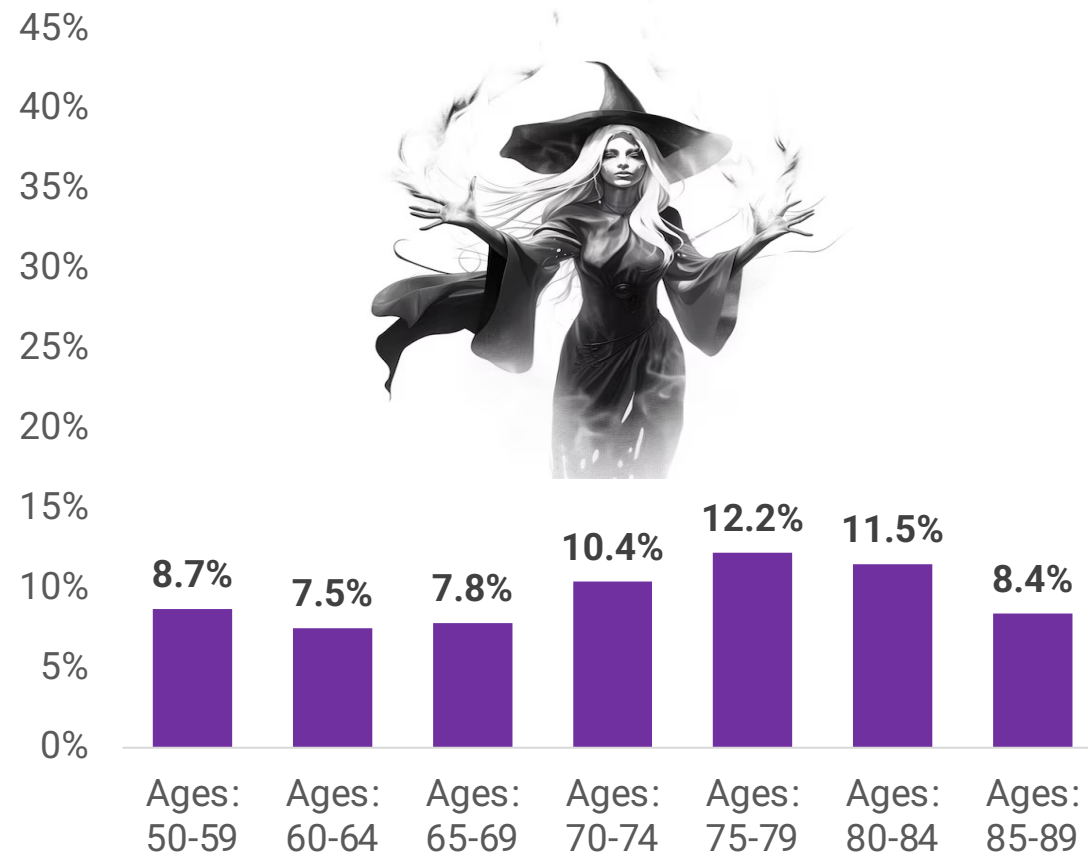
Source: ¹ Benz, C. (2023, March 29). *100 Must-Know Statistics About Long-Term Care: 2023 Edition*. Morningstar, Inc., from <https://shorturl.at/pKNR1>

Short Term Care Aetna Recovery Care

% over past 36mos

Sample size 25k apps

STC Decline Percentage by Age Band





DON'T BE SCARED OF LONG-TERM CARE

LTC

- Medical Records
- Rx Check
- Phone Interview
- Cognitive Testing
- Medical Information Bureau (MIB)
- Paramedical
- Medical Exam

Underwriting Process



STC

- Yes / No Application
- Rx Check



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Length of stay is relative to the daily dollar benefit amount received.



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100-day Elimination Period
Cost **\$27,583** to Insured.

Long-Term Care Ins.

3 Year Plan
\$150 Per Day
100 Day Elimination Period
Total Benefit \$164,250

Short-Term Care Ins.

360 Day Plan
\$400 Per Day
Zero Elimination Period
Total Benefit \$144,000



Zero Elimination Period
Cost **\$0.00** to Insured.

Length of stay is relative to the daily dollar benefit amount received.



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Aetna

Short Term Care Plan

- *Household Name*
- *AM Best Rating "A" Excellent*
- *Ranked 6th in Fortune 500's top 10 Healthcare Companies.*
- *Established May 28, 1853*
- *Paid First Medicare Claim*

Protection SeriesSM –
**Recovery Care
Insurance Plans**

Plan ahead

Underwritten by
**Continental Life Insurance Company
of Brentwood, Tennessee**
An Aetna Company

aetna[®]

aetnaseniorproducts.com

CLIRC03128 070618

Nursing Facility & Assisted Living

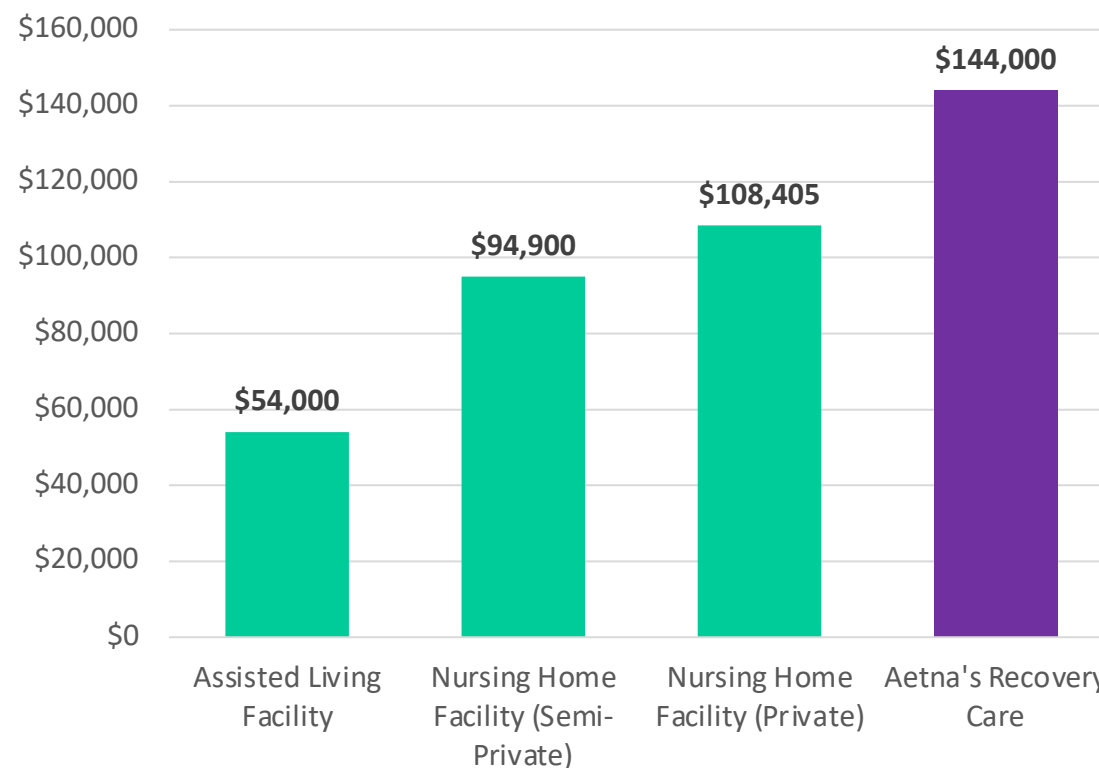
Average cost of care ranges from \$54k to \$108k

Solution: Aetna's Recovery Care

Daily Nursing Facility

- Including **assisted living** and bed reservation
- up to **\$400 daily maximum**
- choice of covered days: 90, 180, 270, or 360
- **lifetime max equal to 2x the number of covered days**
- choice of waiting period: 0 or 20 days
- issue **ages 50-89** (age at last birthday)

Annual Median Costs: National (2021)¹



Source: ¹ Cost of Care Survey | Genworth. (2022, June 2). <https://shorturl.at/eVXZ4>



Home Care

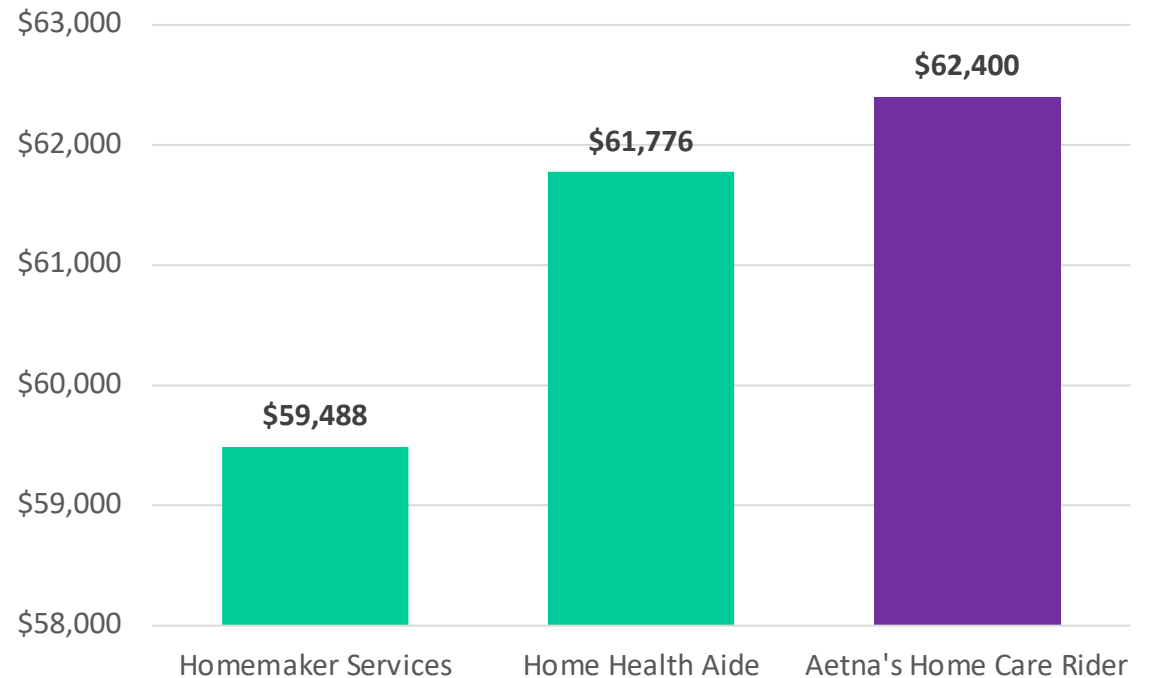
Average cost of care ranges from \$59k to \$62k

Solution: Aetna's Recovery Care

Home Care Rider (optional)

- up to **\$1,200 weekly** maximum
- choice of covered weeks: **13, 26, or 52 weeks**
- **lifetime maximum equal to 2x the number of covered days**
- issue **ages 50-89** (age at last birthday)
- Three one hour visits on separate days during a week to receive full benefit

Annual Median Costs: National (2021²)



Source: ² Cost of Care Survey | Genworth. (2022, June 2). <https://shorturl.at/eVXZ4>



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**Aetna Recovery Care
Nursing Facility or Assisted Living 360 Days
Benefit:**

\$144,000

**Home Care 52 weeks
Benefit:**

\$62,400

**Total Combined benefit:
\$206,400**

**Monthly Premium
\$102.85**





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- 80.6%: Percentage of healthy spouses who buy a long-term-care policy if one spouse is declined coverage.
- 20.4%: Percentage of long-term-care applicants ages 50-59 who were declined coverage, 2021.
- 30.4%: Percentage of long-term-care applicants ages 60-64 who were declined coverage, 2021.
- 38.2%: Percentage of long-term-care applicants ages 65-69 who were declined coverage, 2021.
- <https://www.morningstar.com/personal-finance/100-must-know-statistics-about-long-term-care-2023-edition>
- 33.5%: Percentage of long-term-care insurance policies purchased by people between the ages of 55 and 64, 2021.
- 50.6: Average age, long-term-care insurance policy purchase, 2022. (Note that sales in Washington state through its [WA Cares Fund](#) drove down the average age significantly last year.)
- \$2,220: Average annual long-term-care insurance premium, 55-year-old male, initial pool of benefits worth \$165,000 and growing by 3% yearly.
- \$3,700: Average annual long-term-care insurance premium, 55-year-old female, initial pool of benefits worth \$165,000 and growing by 3% yearly.